

**THIRUVALLUVAR UNIVERSITY**  
**B.Sc. VISUAL COMMUNICATION**

**SEMESTER I**  
**PAPER - 1**  
**FUNDAMENTALS OF COMMUNICATION**

**UNIT - I**

Communication - definitions - objectives - nature and scope of communication - forms and purpose; Importance of communication - Principles of effective communication – factors influence of communication - communication and socialization - Barriers to communication.

**What is Communication?**

- ❖ The English word ‘communication’ is derived from the Latin word communis, which means common. The term communication refers to the sharing of ideas in common. In other words, it is the transmission and interaction of facts, ideas, opinions, feelings or attitudes.
- ❖ Communication is as old as human civilization. The common need for protection led to group life. As group life developed, forms of communication also developed. Communication was in the forms of codes, indications, signals and expressions.
- ❖ Gradually with the increase in population, division of labour, exchange economy, etc., necessitated the development of language. In the present day world, communication is vital need of every Step in any industrial or commercial activity.

**DEFINITION OF COMMUNICATION:**

- ❖ ” Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – *G.G. Brown*.
- ❖ “Communication is the intercourse by words, letters or messages”- *Fred G. Meyer*.
- ❖ Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else.

**OBJECTIVES OF COMMUNICATION:**

***Build Relationships***

As customers become more comfortable shopping for and purchasing products from a company, business communications should involve fostering relationships with the company and brand. Use business announcements to develop or change opinions, particularly with opinion leaders, who in turn can influence other consumers to try a company brand.

***Manage Brand Equity***

Connecting and interacting with customers establishes and cultivates trust and loyalty by developing consistent, positive connections between most loyal customers and brand. You

can even control negative incidents with a strong message that addresses not only the problem but the solution and how you intend to implement it.

### **Encourage Sales**

As consumers become familiar with company's products and services, business communications is used to drive traffic to the company by demonstrating how users understand their needs, establishing a desire to purchase, offering incentives to try products or introducing new products that meet customer needs or wants.

### **Compare Products**

Consumers may need to compare your products and services with other companies they're familiar with. Business communications help customers understand the value a company bring, improving the market position against competitors and minimizing the chances that those customers view the offerings as just another commodity.

### **Generate Awareness**

A company cannot exist for long if no one knows about it. Business communication broadcasts what and where you are, in a way that sticks in a customer's memory through innovative advertising and communication.

## **FORMS AND PURPOSE, IMPORTANCE OF COMMUNICATION**

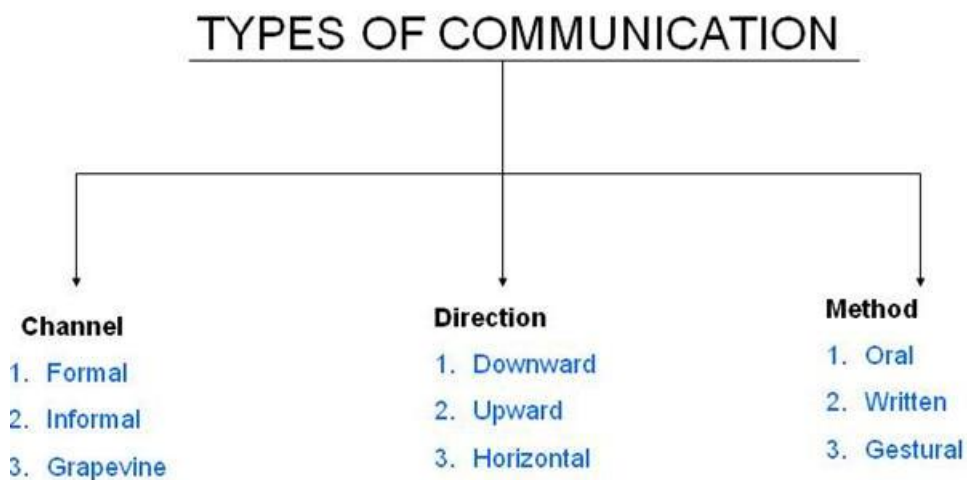
- ❖ Communication: Importance, Forms and Improving Effectiveness in Communication Process in an Organization

*The common means and ways for transmission of ideas are:*

- (a) Spoken words;
- (b) Written words;
- (c) Diagrams, pictures or graphs; and
- (d) Gestures.

Importance of Communication:

The communication is an important element of directing because of following points:



## **Forms of Organisational Communication:**

There are two forms of organisational communication:

- i. Formal Communication; and
- ii. Informal Communication.

### **1. Formal communication:**

- ❖ Formal communication refers to official communication taking place in the organisation. Whenever there is exchange of views or message or information related to official matter such as assignment of task, fixing of responsibilities, granting authority or setting up of targets, objectives etc. then it is known as formal communication.
- ❖ Formal communication generally takes place in the written form such as issue of notice, letter, memo, document, etc. Verbal or oral channels are avoided in formal communication as there is no record or proof of such communication.

According to direction of flow formal communication can be divided into four types:

#### **i. Downward Communication:**

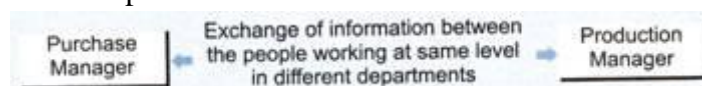
- ❖ The flow of information from the top level or from the superiors to lower level or subordinates is known as downward communication. In this communication the manager passes instructions to his subordinates and the success of downward communication depends upon communication skill of the managers. The common ways of having downward communication are:

#### **ii. Upward Communication:**

- ❖ When the subordinates inform or pass any information to superiors then it is known as upward communication. This communication flows from subordinates to superiors. Upward communication generally consists of work performance, opinion, grievances or problems of the employees.
- ❖ In the recent years upward communication is gaining more importance because the subordinates prefer to involve themselves in the decision making and they have started demanding a better working condition. The upward communication may take place in the following manner:

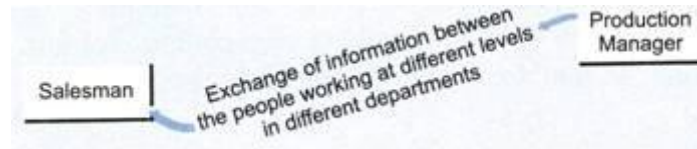
#### **iii. Horizontal Communication:**

- ❖ Horizontal communication is the communication between the two or more persons working at the same level of authority. Generally different departmental heads discuss the policy of their department with each other.



#### iv. Diagonal Communications:

- ❖ Diagonal communication is a flow of information between the persons working in different departments and holding different levels of authority. For example, the salesman may request the production manager to modify the product design according to the requirement of the customer. The diagonal communication prevents delay in flow of information and helps in taking fast decisions as subordinates of one department can directly communicate with the managers of other department.



#### **2. Informal Communication:**

- ❖ Informal communication between different members of organisation who are not officially attached to each other is known as informal communication. Generally, the social interactions, friendly talks and non-official matters are discussed in the informal communication.

There is no fixed source of information under informal communication and information can move in any direction. There are several types of informal systems.

But the common networks of informal communication are:

##### 1. Gossip:

- ❖ Under gossip pattern one person tells many  $n^4$  which means information is with one member of organisation and he shares the information with many other people in his social group.

##### 2. Clusters:

- ❖ Under this pattern or method the information is shared between two persons who trust each other, then one of the persons from that group passes the information to members of other group and one person from other group may pass it to another and so on. So, under cluster method one person tells the information to select other persons.

##### 3. Single Strand:

- ❖ In single strand pattern each individual communicates to the other in sequence.

##### 4. Probability:

- ❖ In probability network the individual communicates randomly with other individuals.

## **SCOPE OF MASS COMMUNICATION**

1. **Trade and commerce:** For massive production and sale mass communication helps through wide circulation and publicity facilitates the organization to reach these objectives in comparatively less time and expenditure.
2. **Social affairs:** Mass communication also helps to advance our social affairs. Unexpected sufferings of people are sometimes caused by severe drought, a terrible flood, war or any other natural calamities others will be known rapidly through mass communication and take
3. **Human resources management:** By the help of mass communication, semi-skilled workers become skilled and fit for the target job which is a scope of mass communication also.
4. **Political affairs:** It has power for access to political affairs. To form public opinion on some important political issue, political parties convey their feelings and arguments to the general public through mass media like television, newspapers etc. Even international politics also influence largely by mass communication through electronic media.
5. **State business:** The annual plan, policy, program and procedure of a state are circulated through mass communication and communication ministry of a state performs a vital role here and uses various electronic media to serve their purposes.

**Education:** Education is another area where mass communication is widely used. The mass education programmed undertaken by the Govt. Is being vigorously conducted through television, radio and newspapers.

## **NATURE OF MASS COMMUNICATION**

Definition of mass communication is “public communication transmitted electronically or mechanically.” In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.

### **How are these messages sent?**

They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or ‘means of communication’.

Who?	Says what?	In what channel?	To whom?	With what effect?
Communicator	Message	Channel	Receiver	Effect
●	●	●	●	●
Control research	Content research	Medium research	Audience research	Effects research

**'Who':** refers to the communicator.

**Says 'what'?** : Here 'what' means the message. What the communicator has written, spoken or shown is the message.

**'In what channel':** This refers to the medium or channel like the newspaper, radio, or television.

**'To whom' :** This refers to the person receiving the message or the receiver.

**"With what effect":** This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on radio of a social message.

## **PRINCIPLES OF EFFECTIVE COMMUNICATION**

### **1. Have A Goal**

- ❖ First, you need to determine what you want your audience to do or get out of your communication. Are you positioning yourself as a thought leader or are you persuading them to take action? Figuring out your ideal outcome at the start and intentionally crafting your communication to reach for that goal will make it much more effective. Decide which KPIs can best demonstrate that your goals have been met, whether it's clicks, social shares, sign ups or purchases.

### **2. Listen**

- ❖ Good communication is never one way. It's why no one likes being stuck with uncle Preston at the family BBQ because he'll breathlessly tell you, again, in excruciating detail, how he fixed his lawnmower that one time. Without giving you a chance to say a word, that will launch him into another story about the types of birds he's seen in his yard this summer. And it goes on and on.

### **3. Adjust To Your Medium**

- ❖ Context about where and how your communication is being consumed is a vital factor to consider. For example, you wouldn't say certain things through written communication because the tone and inflection of the spoken word isn't there. In the same vein, you would communicate differently on the phone than face-to-face because the other person can't see your face, hand gestures or body language.

### **4. Stay Organized**

- ❖ When starting out, create a cohesive, high-level outline that includes your goal, your main point(s) to get across and the main ways you're going to illustrate them for your audience. Stay focused on this plan, be methodic in your research and avoid scope creep.

### **5. Be Persuasive**

- ❖ This is the whole reason you're communicating, so do it well! Different people are persuaded differently. So, if appropriate, appeal to their rational side with relevant

facts to back up your main argument. But, perhaps more importantly in many instances, you should also appeal to your audience's emotional side. Studies have shown that our emotional brain processes information five times faster than the logical side of our brain. So, use images and stories that elicit happiness, hope, humor or surprise to get you closer to your communication goal.

## 6. Be Clear

- ❖ Begone jargon! Farewell wordiness! Adios spelling mistakes! Keep your writing clear and concise. Moreover, explicitly state what you're arguing, keep it as short as possible, avoiding long words when a short one will do and generally keep your sentences below 30 words. Usually, this just requires going through a few rounds of editing to take out all that's unnecessary.

## 7. Visuals Are Important

- ❖ When communicating with an audience, variety can go a long way. Humans comprehend new information in a number of ways but many are primarily visual people. In fact, you can comprehend visual data in as little as 13 milliseconds! Accordingly, you can more effectively connect with your audience by using compelling visuals to draw in your audience and explain your point in addition to just text. Visuals can also help you appeal to your audience's emotional side.

## 8. Use Stories

- ❖ Another way to connect with your audience and communicate your ideas is with relevant illustrative stories. People are natural story tellers and listeners. This inborn trait stretches across cultures and, for me, is especially evident with how kids are so quickly drawn to story books

## **BARRIERS TO EFFECTIVE COMMUNICATION:**





- ❖ Sometimes the message sent by sender does not reach the receiver in the same manner as expected by the sender. This filtration, misrepresentation of communication may cause misunderstanding. Therefore it is important for a manager to identify these barriers and take measures to overcome these.

**The barriers can be grouped in following categories:**

- i. Semantic Barriers
- ii. Psychological Barriers
- iii. Organisational Barriers
- iv. Personal Barriers

**1. Semantic Barriers:**

Sometimes the same words and sentences can be understood differently by different people in the organisation which means difference in the understanding levels of employees. For example, if the production manager announces in the meeting that there will be increase in budget of production department then employees may understand that their salary will increase but managers may understand it that expensive machinery will be purchased. Main causes for semantic problem can be

**(i) Badly expressed message:**

Sometimes due to lack of vocabulary manager may use wrong words, omission of needed words. Due to this the manager may fail to convey the same meaning to his subordinates.

**(ii) Symbols with different meanings:**

Sometimes a word may have different meanings. Receiver may understand the other meaning. For example: Price, Prize, Principle, Principal, Right, Write, etc. or handle with care. Hold the handle of door carefully.

**(iii) Faulty Translations:**

Sometimes the workers do not understand the language which is used by manager so workers get it translated. If translator is not efficient he may make mistake in translation. Due to wrong translation there may be transfer of wrong message.

**(iv) Un-clarified Assumptions:**

Sometimes the worker may misinterpret the assumptions. For example boss may instruct the subordinate to “take care of goods”. He may mean that takes care of quality of goods whereas workers may understand that he is instructing to keep the goods safely.

**(v) Technical Jargon:**

While explaining to subordinates many specialised experts use technical words which may not be understood by the workers.



#### **(vi) Body language and gesture decoding:**

Along with verbal communication another important mode of communication is body language and gestures shown by person who is talking. If the verbal communication is not matching with the body language, then workers may get confused and misunderstand the meaning. Example—If manager is telling a joke but there are signs of anger on his face then worker will get confused.

### **2. Psychological Barriers:**

Emotional or psychological factors also act as barriers to effective communication. The state of mind has great influence over the information and its reflection. As a frightened person may not communicate properly similarly an angry person may not receive the communication effectively.

#### **Some of the psychological barriers to effective communication are:**

##### **(i) Premature Evaluation:**

It means deriving conclusions before completion of message. Sometimes people evaluate the meaning of message before the sender completes the message. In such case the receiver may not have an open mind.

He may have some personal prejudice against the sender. He may resist change. He jumps to conclusions without logical deduction from the situation.

##### **(ii) Lack of Attention:**

It means when receiver does not pay complete attention to the message as a result communication becomes ineffective. The reason can be preoccupied mind of receiver. For example, when worker is giving suggestion regarding method of production, the manager is preoccupied with an important file.

Sometimes managers do not give attention due to extreme emotions for example, depression or jubilation. This lack of attention may disappoint the employees.

##### **(iii) Loss by Transmission and Poor Retention:**

When communication passes through various levels, this results in filtering or loss of information. Specially when is oral information sometimes manager may not be able to retain all information for a longer time. They may ignore or misinterpret some of the information when they are not interested.

##### **(iv) Distrust:**

Distrust between communicator and receiver also acts as a barrier to effective communication. They may not understand each other's message in the original sense, secondly they do not give much importance to the information exchanged between them.

### **3. Organisational Barriers:**

Factors related to organisational structure, authority relationship, rules, regulations may act as barriers to effective communication.

**Some of the organisational barriers are:**

**(i) Organisational Policy:**

If organisational policy does not support free flow of information it may result in barriers. For example in centralised organisation most of the information remain at top level only. People at lower level may not be able to communicate freely in centralised organisation.

**(ii) Rules and Regulations:**

Rigid rules, regulations may also create barriers as following rules may lead to red tapism, delay of action and delay in movement of information.

**(iii) Status Difference:**

Sometimes the people working at higher level do not believe in the information supplied by the lower level employees as they feel how would he know about my job and who is he to give me suggestions.

**(iv) Complex organisation:**

When the information passes through various levels then there can be screening or filtering of information at different levels. For example, while giving the feedback the subordinates filter all their negative points and highlight only their positive side.

**(v) Organisational Facilities:**

In large organisation free and effective flow of communication is possible only when some facilities like social get together, complaint box, task force, etc. exist. In absence of such facilities there can be delay and barrier to effective communication.

**4. Personal Barriers:**

Certain personal factors of sender and receiver may influence the free flow of information.

**Some of the personal barriers are:**

**(i) Lack of Confidence of Superior in his subordinates:**

If superiors have no confidence and trust in their subordinates then they pay no attention to their advice, opinion or suggestions.

**(ii) Lack of incentives:**

If there is no incentive for communication then subordinates may not take initiatives to give suggestions.

For example if there is no reward given for giving some good suggestion then employees will take no initiative to give good suggestions.

**(iii) Fear of Authority:**

Sometimes superiors conceal and hide information if they have fear of losing their authority over the subordinates.

## **FACTORS INFLUENCE OF COMMUNICATION**

- ❖ There are many ways of communicating and the way we communicate is key factor of what we really are trying to put across. Factors that may influence our communication are; eye contact, body language (i.e. posture), tone of voice, gesture, and facial expression. Here are examples of how each of those would influence the way we communicate.
- ❖ Eye contact allows us to guess another person's thought and feelings by just look at their eyes. For example if I was talking to someone and they were looking away I'd get the feeling that they are bored and not interested. Also if I was talking to someone and during the conversation I raised my eye it suggest that I am listening and excited or either shocked depending on the topic.

### ***Body Language.***

- ❖ Posture is part of our body language. For example if I was talking to a boy I liked I'd be facing towards him and chatting, however if my body was not facing towards him this suggest that I am not really interested. Also if when sitting down chatting to a person if they are leaning back this can send the message that they are either relaxed or bored, however if they are leaning forward this implies that they are interested.

### ***Tone of voice***

- ❖ Our tone of voice is really important when conversing. For example if you talk really fast and loud this may suggest that you are angry. However if you talk in a slow calm voice then this shows that you are rather being friendly.

### ***Gesture***

- ❖ Gesture is the movement of the arm, hand and head used to help us understand what a person is trying to say. For example when trying to communicate but speech is not possible people use hand gestures. The common hand gestures are the peace sign (the index and middle finger raised and apart), okay gesture (closed fist held with the thumb extended upward) and the not okay (closed fist held with the thumb extended downward).

### ***Face Expressions***

- ❖ Our face usually shows our emotional state. Our facial expression shows whether we are sad, angry, happy ,surprised scared etc. For instance, if someone's facial expression was a big smile and wide eyes this may suggest that they are happy.

### ***Blindness***

- ❖ Blindness is the loss of sight/vision. To overcome the barrier of blindness, braille and speech can be used to communicate. Braille is a writing system used by blind people to be able to read, "Braille characters are small rectangular blocks called cells that contain tiny palpable bumps called raised dots".

### ***Deafness***

- ❖ Deafness is the loss of sound. To overcome the barrier of deafness sign language can be used to communicate. Sign language is using gesture and signs to communicate to a deaf person for example at a hospital a deaf patient can communicate with their doctor using sign language

### ***Dumb/muteness***

- ❖ Dumb/Muteness is the inability of speech and is often associated or linked with deafness. However, the technological aid of text-to-speech can overcome this barrier .Text-to-speech is computerised equipment that allows a muted person to type what they want to say and then it will translate into speech form. Also makatons can be used to overcome this barrier. Makaton is a language programme for developing language using speech, signs and symbols. For example in a childcare centre Makaton is used a lot with pre-speech babies and toddlers like picture cards and gestures.

### ***Environment: (Space. Noise. Location. )***

- ❖ Space- The space between people is very important when communicating because little space between two can make a person uncomfortable .For example if someone wanted to talk to..and the space between them was 1 finger away from each other and its someone you aren't close to then the person may feel very uncomfortable and may not be listening probably or is not giving the right responses back or even too much of a distance can lead to misunderstanding. Noise- If there is a lot of background noise it will be harder for people to hear each other when communicating and mixed messages may be received.

### ***Language:***

- ❖ Language can become a barrier as the person you may be trying to communicate with may not be able to speak the same language so therefore the communication is received but not understood. However, to overcome this barrier interpreters/translator are people who will translate and forward your message to the person who you are trying to communicate with by talking to them in their language. For example if the doctor only spoke English but his patient would only be able to speak Turkish a Turkish interpreter would translate to her what the doctor is saying to her or if the doctor does know how to speak Turkish he should use his patients preferred language.

### ***Slang***

- ❖ Slang is an informal way of speaking which consists of words and phrases that may not be found in the standard dictionary. Slang is mostly used by the younger generation within specific social groups and communities. It consists of words shortened as well as words such as “piff” which would mean good looking or “sick” which means cool/awesome. Jargon is quite similar but it is not informal, it is technical terminology words and phrases used by particular professions. For example a doctor uses the scientific terminology for DNA which is “deoxyribonucleic acid” rather than DNA. To overcome this barrier it is best to avoid using slang and use the formal standardized English

## **COMMUNICATION AND SOCIALIZATION**

### ***Definition***

The word socialization can mean “the process of making social”. The act of adapting behavior to the norms of a culture or society is called socialization. Socialization can also mean going out and meeting people or hanging out with friends.

### ***Socialization Process***

Socialization is the process by which children and adults learn from others. We begin learning from others during the early days of life and most people continue their social learning all through life. Sometimes the learning is fun, as when we learn a new sport, art or musical technique from a friend we like. At other times, social learning is painful, as when we learn not to drive too fast by receiving a large fine for speeding.

### ***Social Institution***

In the social sciences, institutions are the structures and mechanisms of social order and cooperation governing the behavior of a set of individuals within a given human collectivity.

Types of institution include:

***Family:*** The family is the most important agent of socialization because it is the center of the child's life, as infants are totally dependent on others.

***Religion:*** Agents of socialization differ in effects across religious traditions.

***Peer Group:*** A peer group is a social group whose members have interests, social positions and age in common. This is where children can escape supervision and learn to form relationships on their own.

***Legal Systems:*** Children are pressured from both parents and peers to conform and obey certain laws or norms of the group or community.

***Language:*** People learn to socialize differently depending on the specific language and culture in which they live.

***Mass Media:*** The mass media are the means for delivering impersonal communications directed to a vast audience.

### ***Socialization Occur Natural Socialization:***

It occurs when infants and youngsters explore, play and discover the social world around them.

**Planned Socialization:** It occurs when other people take actions designed to teach or train others.

### ***Goals of Socialization***

There are three primary goals of socialization is given below:

- ❖ First, socialization teaches impulse control and helps individuals develop a conscience.
- ❖ Second, socialization teaches individuals how to prepare for and perform certain social roles occupational roles, gender roles and the roles of institutions such as marriage and parenthood.
- ❖ Third, socialization cultivates shared sources of meaning and value.

### **Importance of Socialization**

- ❖ Without socialization human development is problematic.
- ❖ Our biology co-evolved with our culture and co-dependent upon it.
- ❖ Without social interaction at proper times human development is derailed.

### **Factors of The Process of Socialization**

- ❖ Imitation: Imitation is copying by an individual of the actions of another.
- ❖ Suggestion: Suggestion is the process of communicating information which has no logical or self-evident basis.
- ❖ Identification: In early age, the child cannot make any distinction between his organism and environment. Most of his actions are random.
- ❖ Language: Language is the medium of social intercourse. It is the means of cultural transmission.

### **Elements of Socialization**

- ❖ There are three elements which play their part in the socialization process of the individual. They are:
  - ❖ The physical and psychological heritage of the individual.
  - ❖ The environment in which he is born, and
  - ❖ Culture in which he is because of the action a interaction between these elements.

### **Conclusion**

- ❖ Most socialization is meant to turn us into conforming members of society. We do some things and not others as a result of socialization. Our social mirror the result of being socialized into self and emotions sets up effective controls over our behavior.